

ORDER



Orders
Order / Rev: 180373
Alt Order #:
Product Desc: Democratic Congressional Campaign Co
Estimate: 1192
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Great American Media
Buying Contact:
Billing Contact: Dan Nagelberg
 1010 Wisconsin Avenue NW
 Washington DC, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/DCCC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	98	\$123,125.00	\$104,656.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	98	\$123,125.00	\$104,656.25	0.00
Totals	98	\$123,125.00	\$104,656.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	10/30/12	11/05/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	MTWTF--	:30	1	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
2	KMGH	10/30/12	11/05/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	MTWTF--	:30	1	\$350.00	P3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$350.00		0.00			
3	KMGH	10/30/12	11/05/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	MTWTF--	:30	10	\$625.00	P3	0.00	NM	8	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		6				\$625.00		0.00			
		Week: 11/05/12	11/11/12	M-----		2				\$625.00		0.00			
4	KMGH	10/30/12	11/05/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	MTWTF--	:30	10	\$750.00	P3	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		8				\$750.00		0.00			
		Week: 11/05/12	11/11/12	M-----		2				\$750.00		0.00			
5	KMGH	10/30/12	11/02/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	- TWTF--	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		2				\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KMGH	10/30/12	11/02/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	- TWTF - -	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2			\$450.00			0.00			
7	KMGH	10/30/12	11/05/12	The View THE VIEW	CA	10A-11A	MTWTF - -	:30	5	\$1,000.00	P2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		3			\$1,000.00			0.00			
		Week: 11/05/12	11/11/12	- - - - -		0			\$1,000.00			0.00			
8	KMGH	10/30/12	11/05/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWTF - -	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$500.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		1			\$500.00			0.00			
11	KMGH	10/30/12	11/05/12	3P-4P M-F Rotator/KMGH Katie Couric	CA	3P-4P	MTWTF - -	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$400.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		1			\$400.00			0.00			
12	KMGH	10/30/12	11/05/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF - -	:30	5	\$425.00	P3	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$425.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		1			\$425.00			0.00			
13	KMGH	10/30/12	11/05/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF - -	:30	5	\$850.00	P3	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$850.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		2			\$850.00			0.00			
14	KMGH	10/30/12	11/05/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF - -	:30	5	\$2,975.00	P1	0.00	NM	10	\$29,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$2,975.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		2			\$2,975.00			0.00			
15	KMGH	10/30/12	11/05/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF - -	:30	5	\$2,975.00	P1	0.00	NM	10	\$29,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$2,975.00			0.00			
		Week: 11/05/12	11/11/12	M - - - - -		2			\$2,975.00			0.00			
17	KMGH	10/30/12	11/02/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	- TWTF - -	:30	4	\$325.00	P3	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$325.00			0.00			
18	KMGH	10/30/12	11/02/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	- TWT - - -	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWT - - -		2			\$50.00			0.00			
19	KMGH	11/05/12	11/05/12	ABC Mon 7-9pm Dancing w/ Stars	CA	7-9pm	M - - - - -	:30	1	\$10,000.00	P2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M - - - - -		1			\$10,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	KMGH	11/05/12-11/11/12	ABC Mon A		7P-9P	M - - - - -	:30		\$10,000.00		0.00	NM		
20	KMGH	10/30/12	11/02/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	- TWTF - -	:30	2	\$2,500.00	P3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		2			\$2,500.00			0.00			
21	KMGH	10/30/12	10/30/12	ABC Tue C Body of Proof	CA	9P-10P	- T - - - - -	:30	1	\$3,575.00	P2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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21	KMGH	10/30/12	10/30/12	ABC Tue C Body of Proof	CA	9P-10P	-T-----	:30	1	\$3,575.00	P2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-T-----		1			\$3,575.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KMGH	10/29/12-11/04/12		ABC Tue C		9P-10P	-T-----	:30		(\$3,575.00)		0.00	NM		
See MG 31.6,31.7															
[prg chg. Private Practice airing 9-10pm. sv 7/31/12]															
22	KMGH	10/31/12	10/31/12	ABC Wed C Revenge	CA	9P-10P	--W----	:30	1	\$6,000.00	P1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	--W----		1			\$6,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KMGH	10/29/12-11/04/12		ABC Wed C		9P-10P	--W-----	:30		(\$6,000.00)		0.00	NM		
See MG 52.2,52.3,52.4															
[Program changes]															
N31	KMGH	11/03/12	11/03/12	SAT 6P-7P Rotation Sat Jeopardy/Wheel	CA	6P-7P	-----S-	:30	2	\$600.00	P3	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		2			\$600.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KMGH	10/29/12-11/04/12		SAT 6P-7P Rotation		6P-7P	-----Sa--	:30		(\$600.00)		0.00	NM		
See MG 31.6,31.7															
[Program changes]															
5	KMGH	10/29/12-11/04/12		SAT 6P-7P Rotation		6P-7P	-----Sa--	:30		(\$600.00)		0.00	NM		
See MG 31.6,31.7															
[Program changes]															
6	KMGH	11/03/12-11/03/12		ABC College FB - Prime/PA		6P-930P	-----Sa--	:30		\$2,700.00		0.00	NM		
Ⓜ MG for 21.4,31.5,31.4															
32	KMGH	11/03/12	11/03/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$625.00	0.00					
34	KMGH	11/03/12	11/03/12	SAT LF 1137P Scrubs	CA	1137P-1207A	-----S-	:30	1	\$75.00	PREE	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$75.00	0.00					
N36	KMGH	11/04/12	11/04/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$300.00	0.00					
39	KMGH	11/04/12	11/04/12	SUN 4PM 4PM - SUN	CA	4P-430P	-----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$150.00	0.00					
41	KMGH	11/04/12	11/04/12	ABC Sun D GCB	CA	9P-10P	-----S	:30	1	\$4,000.00	P2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$4,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KMGH	10/29/12-11/04/12		ABC Sun D		9P-10P	-----Su	:30		(\$4,000.00)		0.00	NM		
See MG 52.2,52.3,52.4															
[prg chg. 666 Park Avenue airing 9-10pm. sv 7/31/12]															
42	KMGH	11/04/12	11/04/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	-----S	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$550.00	0.00					
43	KMGH	11/04/12	11/04/12	SUN LF 12A Castle	CA	12A-1A	-----S	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

